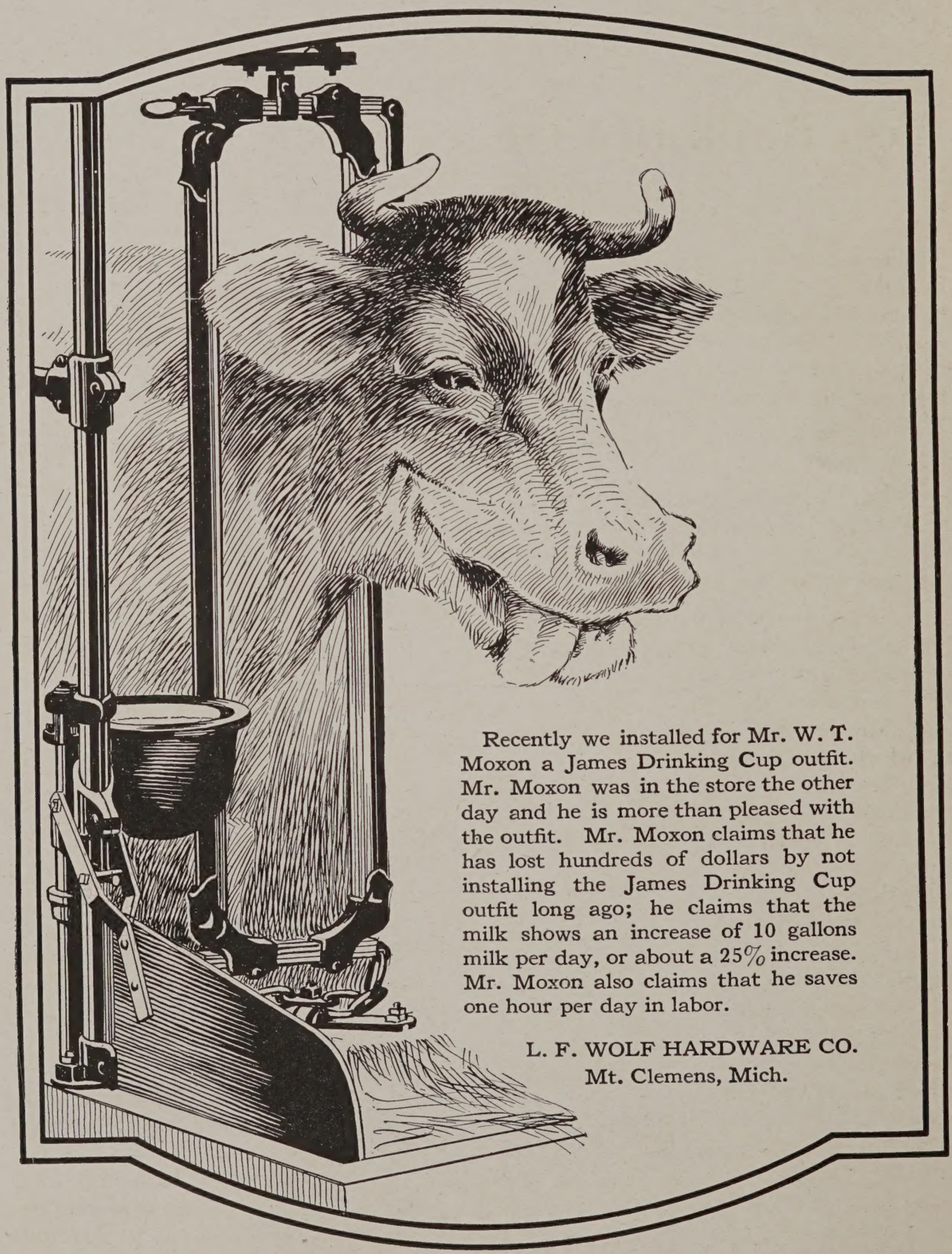
JAMES
Barn Magazine

Vol. X. January, 1921 No. 6

Make Your Cows Happy-
And They Will Give More Milk



Recently we installed for Mr. W. T. Moxon a James Drinking Cup outfit. Mr. Moxon was in the store the other day and he is more than pleased with the outfit. Mr. Moxon claims that he has lost hundreds of dollars by not installing the James Drinking Cup outfit long ago; he claims that the milk shows an increase of 10 gallons milk per day, or about a 25% increase. Mr. Moxon also claims that he saves one hour per day in labor.

L. F. WOLF HARDWARE CO.
Mt. Clemens, Mich.

James Barn Magazine

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E.W. SIMONS and R.R. KREBS, Editors.

VOL. X JANUARY 1921 No. 6

You Build But Once— Be Sure You Build It Right!

The best selected white pine, the best asbestos shingles, the best Portland cement, the clearest window glass, the best barn equipment and the aid of the most expert carpenters in the country will not produce the most efficient dairy barn—

If the barn is planned wrong, or if it is not planned at all!

When you build a dairy barn, you build it not to get rid of some thousands of dollars, not simply to provide storage for your feed and shelter for your cattle.

You build it with the thought of getting the most for your money, with the idea of providing the best place for the storage of your feed and the housing of your cattle, and with the idea of providing a factory in which your cows may produce to the utmost of their capacity and in which you may do your chores with the least expenditure of time and labor.

Such an efficient dairy barn is secured not by happy chance but by careful forethought, by experienced advance planning.

The dairy barn that is built right is the dairy barn that is built on paper first! The dairy barn that in operation returns to the dairyman the biggest interest on the money invested is the dairy barn that was most efficiently planned before the foundation was dug, before the carpenters and masons came, before the actual work was begun.

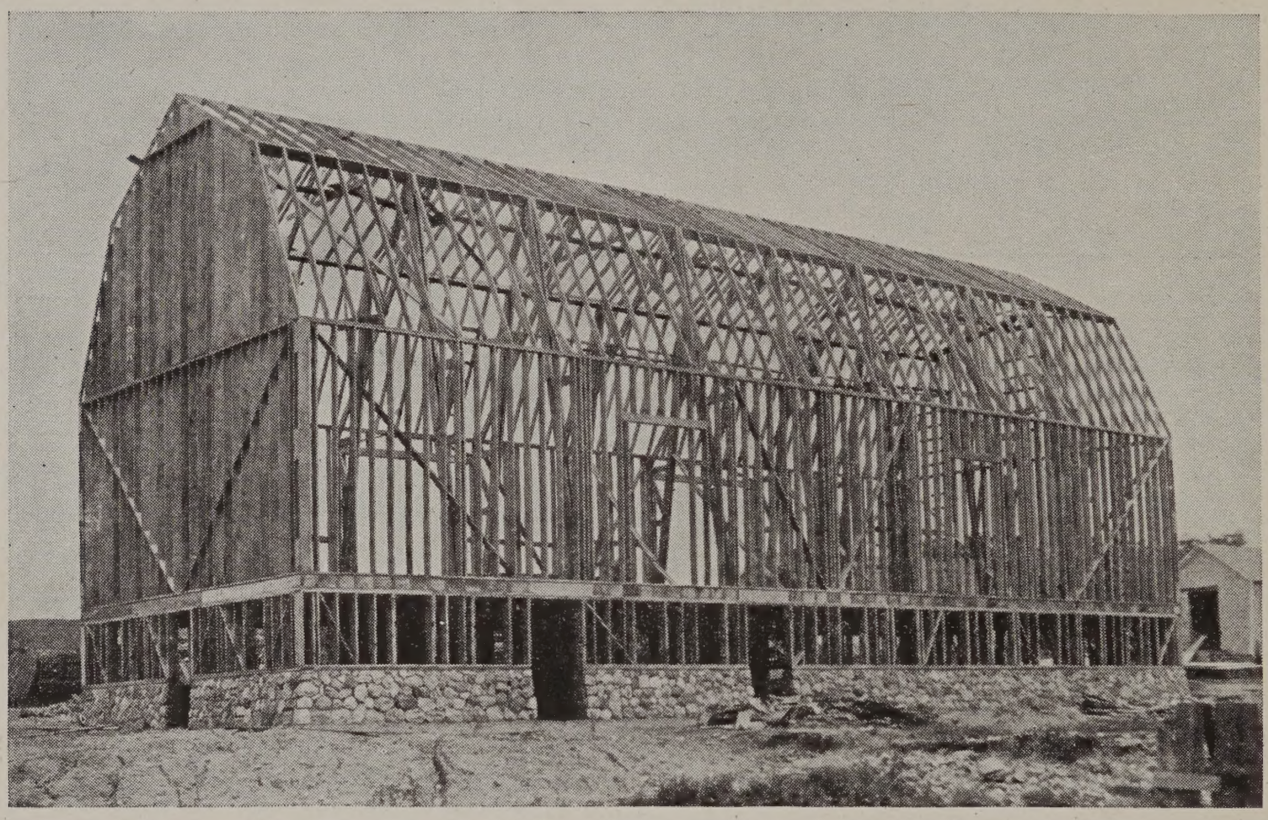
Good building begins with the plan!

A good plan will assure you of getting the barn that will in every particular best meet your requirements.

A good plan will give you the very best arrangement possible for storing your feed and housing your cows, for doing your chores quickly and easily.

Silos, feed rooms, doors and windows, feedways and litter alleys, stalls and pens, horse stable and hay lofts, ventilating system and carrier installation—in short, everything that goes to make up a time- and labor-saving and money making barn is determined exactly as to size and location before the foundation is dug.

A good plan enables you to tell in advance exactly what the finished barn will cost you. A good plan details and specifies everything.



A Jamesway Plan Saves Time, Labor and Materials.

It is a common occurrence for a farmer, who builds without a plan, to pay one or two thousand dollars more for it when it is finished than he anticipated in the beginning.

Submitting complete plans and specifications to a number of contractors enables the farmer to let the job to the lowest bidder with the assurance of getting a good job. Since everything is clearly and definitely specified, the low bidder has little chance of "slipping something over" on the farmer.

If the barn is to be built in days' wages complete plans and specifications will save both the farmer's and the contractor's time. All the work of building the job has already been done—on paper. All the contractor needs to do is to follow where the architects have blazed the way. Advance building such as this does away with six or more high-priced carpenters standing around idle, waiting for the contractor's decision as to the next step.

A good plan saves material. A good plan specifies the use of commercial sizes of lumber. No wasted lumber, no wasted time in cutting to length.

A good plan specifies the exact size and strength of beams and joists and rafters. A good plan allows no waste in oversize planks, and at the same time allows no dangerous skimping of materials. A good plan insures the safety of the building, safety of the stock, safety of the farmer and his helpers.

A good plan does away with occasions for misunderstandings between builder and contractor. The plan specifies what the farmer is to get and what the contractor is to furnish.

Good dairy barn plans are drawn by those who have had experience in dairy practices.

The best dairy barn plans are drawn by those who are best fitted by years of experience in planning and designing practical dairy barns for practical dairymen in all sections of the country.

The Jamesway Barn Plan Service Department, under the direct supervision of Mr. W. D. James, known as the leading dairy barn authority in the U. S., has planned thousands of dairy barns in all sections of the country.

Let them plan yours. Ask about the free service features.

Forehandedness Pays

Perhaps you have heard the story of the shiftless Kentucky farmer. It runs about like this.

A traveller, driving along a Kentucky mountain road during a heavy thunder storm one day, was surprised to see a lanky Kentuckian standing under a spreading oak tree near his cabin with his wife and little children huddled around him.

"Great grief, man," called the traveller, reining in his horse, "Why don't you get out of this rain and go into your cabin?"

"Roof leaks in a hundred places," replied the Kentuckian wearily. "Kaint stay in thar. Git wetter in thar than hyer."

"Why don't you patch it up?" the traveller asked.

"Wal, suh, ah'll tell yuh. Ah kaint git up thar to fix it whilst it's rainin' and when 'tain't rainin' we-all don't need it fixed an' so Ah neveh gits to fix it."

Of course, it never occurred to the man that fair weather was the time to prepare for foul, that the exercise of a little forehandedness would prevent a lot of trouble, discomfort and expense from coming upon him later.

We, all of us, unfortunately, have some of the dilatoriness, the "putting-it-off" inclination in our make-up, but the redeeming characteristic of most of us is that, once we've experienced the consequences of neglecting to do a thing when it should have been done, we take steps to remedy the situation or to avoid being caught again.

Last summer and most of last fall we were everywhere confronted with a shortage of cement.

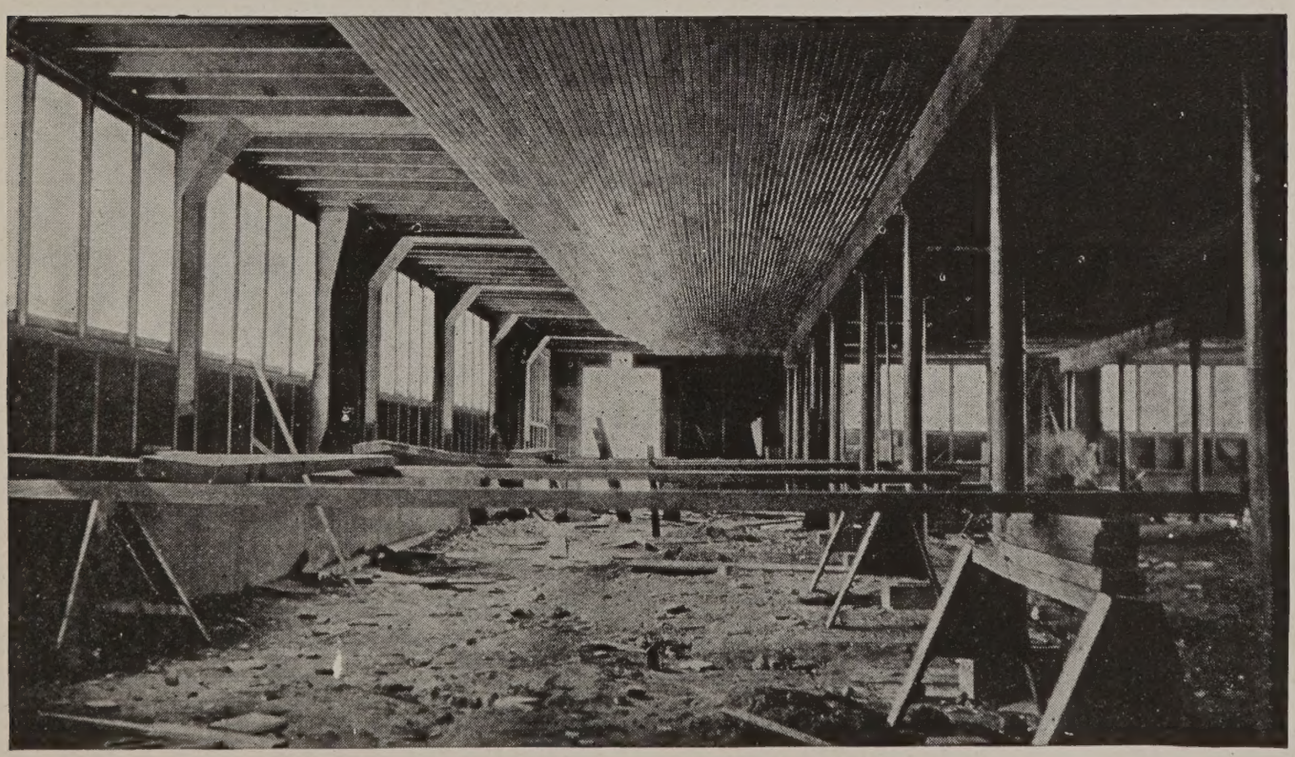
Many of us had our lumber on the ground but could not go ahead with our building plans because we did not have and could not get cement for the building of the foundation.

Many of us had our foundations in and our buildings up but could not get the cement needed for the floor.

Many of us had our equipment on the job but could not set it up because we had no cement.

In most cases, of course, it wasn't our fault; and in most cases it wasn't the cement dealer's fault. Fixing the blame for the shortage won't help us any.

What we should do now is not to allow ourselves to be caught in the same situa-



Time Spent Now in Finishing up the Barn Interior is Time Most Profitably Spent.

tion this year. We should take immediate steps to provide against the short supply which, we have every reason to believe, will confront us again this year, either by getting our cement work done now or by insuring ourselves of an adequate supply when we are ready for it.

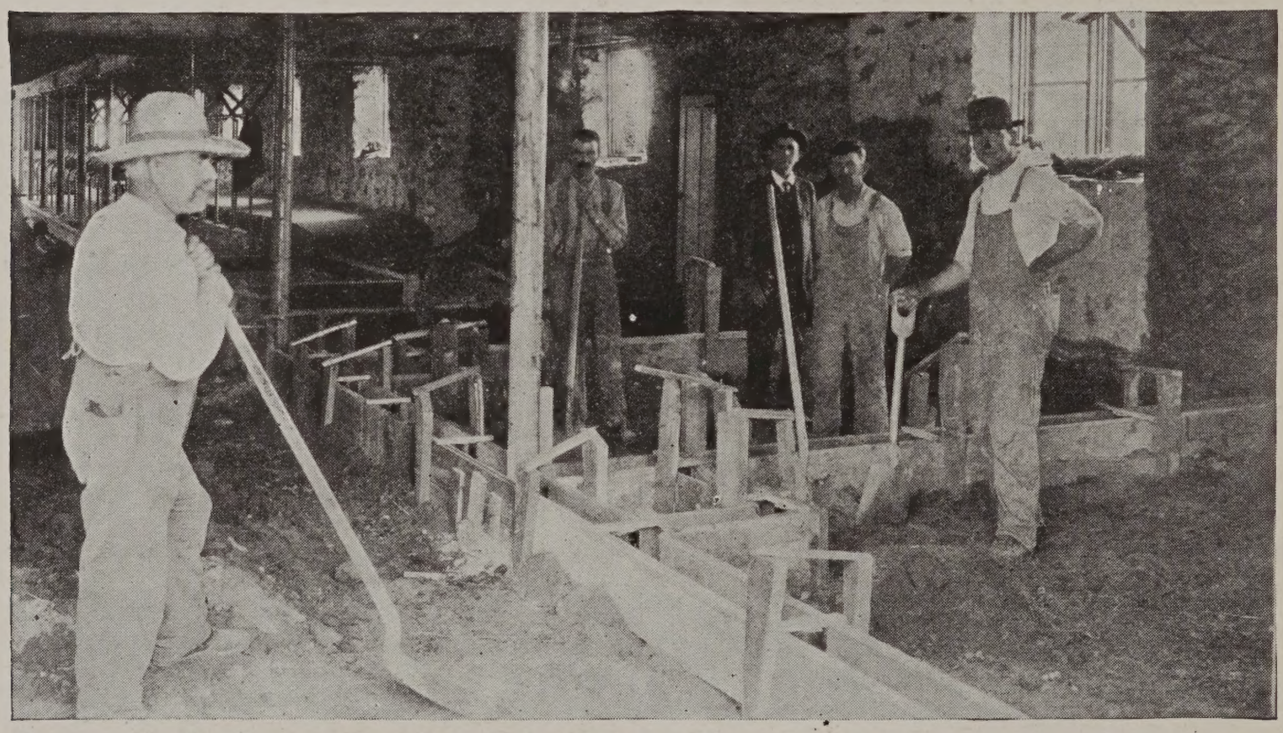
With the coming of cold weather, road work in many of the states and counties, which absorbed a great amount of cement last year, has been abandoned. The abandonment of this work together with the lessened demand from other sources has caused such a drop in the consumption of cement that an adequate supply is available for all farm purposes.

"It can't be done," you say? The best answer to that is that it can be done, that it is being done every day, even in the "subbest" of sub-zero weather.

Concreting in cold weather offers no insurmountable difficulties and you can get as good a job of concrete work in winter as in summer if certain very simple rules are observed.

Concrete will harden in about 48 hours if kept at a temperature of 50°. Of course, it won't freeze above 32°, but it hardens slowly at a low temperature, so to be sure of the best results it is well to play safe.

It has been found that where concrete froze before hardening, it hardened after thawing out again, but alternate freezing and thawing before cement is set will cause damage.



Ready to Pour the Concrete into the Forms.

After April 1, however, there is every likelihood of the cement supply becoming even more restricted and this summer it may be as hard to get cement as it was last summer.

If you have a high, dry place in which to store the cement you need, by all means get your supply early. Cement will keep, without deteriorating, for at least four months and no doubt longer. If your needs are taken care of early you need not worry about how scarce cement will be in August or September. Be forehanded.

Go to your local dealer now and get him to take care of your requirements.

Better yet—do your concreting now!

Laying the concrete floor should offer no difficulties. It is an easy matter to keep the temperature inside the barn stable above 50°. If a stove or heater is not available, an open firepot or salamander in which coke can be burned, may be borrowed or easily constructed.

Heating of the water and materials will contribute to a more rapid hardening. If the water and the materials are heated it is often not necessary to have a stove or salamanders in the barn. A strip of canvas

thrown over the cement and covered with a thick layer of hay or straw will effectually prevent freezing.

Out-of-doors, however, materials must be heated and the concrete must be most carefully protected from the cold.

The mixing water may be heated in large kettles. The water should be heated to as high a temperature as possible as the heat from it is quickly distributed to the other materials as the concrete is mixed.

Since pebbles, sand and stones retain heat, or cold, for that matter, for a long time, these too should be heated. The easiest means of heating these on the farm is by heaping them over an old sheet of iron or culvert pipe, open at both ends and with a fire inside.

The cement is relatively small in volume and need not be heated.

Before laying the concrete out-of-doors, frost, ice and snow should always be removed from the forms.

Concrete, when placed, should be at a temperature of 70°. Consequently it must be deposited immediately after mixing and as quickly as possible.

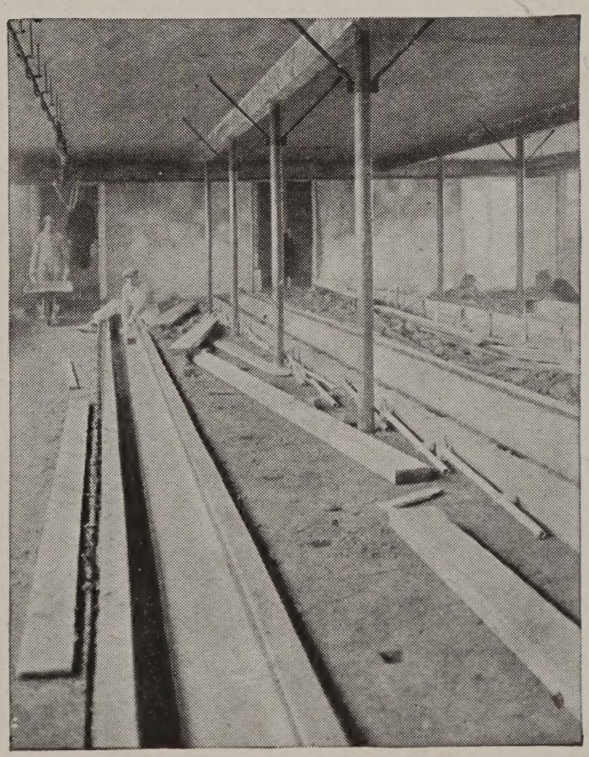
After your concrete is in the form it must be protected from freezing until it is thoroughly hardened. Eight or ten inches of straw placed over the top of a foundation below ground will afford good protection, but if the wall is carried above ground, the straw must be banked up against the forms and held in place by old boards or something of the sort.

Although concrete usually hardens in 48 hours at a temperature of 50° or higher, it is well to keep forms on for four or five days longer, and even then they should not be removed before a careful examination has been made to see that the concrete is hardened properly.

Frozen concrete will deceive, so a good test is to pour hot water over it. If it is frozen the hot water will soften it; if set, the hot water, of course, will have no effect on it.

Complete directions for the laying of concrete floors—the proportion of sand, gravel and cement to use, the placing of the forms, width of feed alleys, litter alleys, standing platforms, gutters, mangers, curbs, the height of curbs, depth of gutters and mangers, the placing of Jamesway anchors which make the setting up of equipment very easy—in fact every detail that comes up in the laying of a dairy barn floor is fully treated in our James Way Book, a copy of which will be sent to you on request.

The coming of winter, though it means a stoppage of field work, should not mean a stoppage of building activity. On the



contrary, it should mean the undertaking of such work as can well be done at that time.

Postponing the laying of a concrete floor until summer conditions prevail means a loss of three to four months' use of a time and labor-saving improvement. It means more than that. It means the construction of the floor at a time when concrete men and laborers are busy and are demanding high wages. It may mean, this coming summer, expensive delays and added work due to a shortage of cement.

Doing your cement work now means a saving all around. Cement is as cheap now as it ever will be this coming year—the likelihood is that it is cheaper than it will be. Cement now is easy to get; it may be hard to get this summer.

Labor is not at a premium now. Cement workers are not busy; they may be glad to work for less per hour now than they will this summer.

You, yourself, have more time now than you will later, and there's nothing like personal supervision to insure a good job.

Laying your barn floor now will give you the benefit of an extra four or five months' use out of a modern stable, that you would not have had if you had waited until summer. It will save you time.

It will save you labor.

It will give you the extra milk that healthy cows in clean, comfortable stables give over those that are kept in old-style barns.

Why Not Have What You Pay For?

Pontiac, Ill., December 9, 1920.

"The dairy barn equipment that we purchased from you in the fall of 1919 has been installed. The shortage of farm labor caused us to delay installing until this fall. I have been using the barn just one month and after having used the old-fashioned wood stanchions, letting the cows run loose and tying to mangers, I am ready to substantiate every word of your statement that I read some time ago, that *no matter whether a dairyman had your equipment or not he paid for it just the same.*

"While we have equipment for only eight cows, the time saved amounts to from two to three hours a day. This may seem unreasonable to one who has never used the equipment, but a few days' use will prove it. Also I will say that one does not need to build a new barn to use your equipment. The barn that we installed it in is over forty years old and this portion of it has been remodeled four different times. It is now one of the finest cow barns in this vicinity and one of which one can justly be proud.

"I wish one of your 24-inch floor scrapers and as I haven't your latest price list will ask you to send me one by express C. O. D. Please send at once if possible. Thanking you, I beg to remain,"

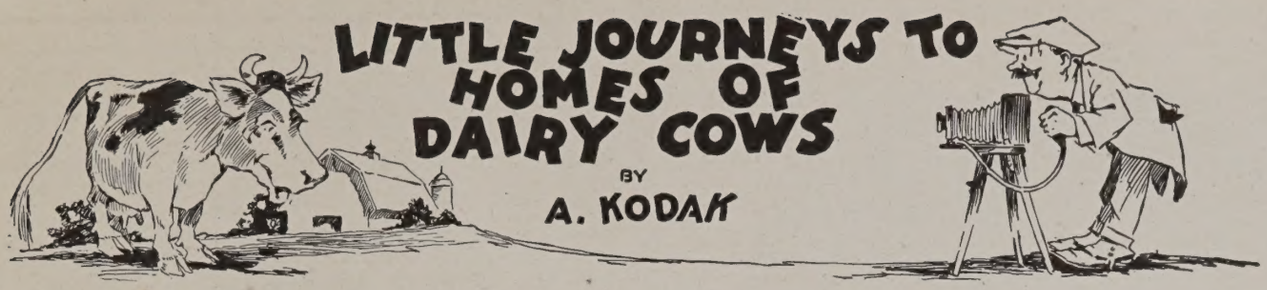
Harry W. Gallup, Mgr. Gallup Stock Farm.

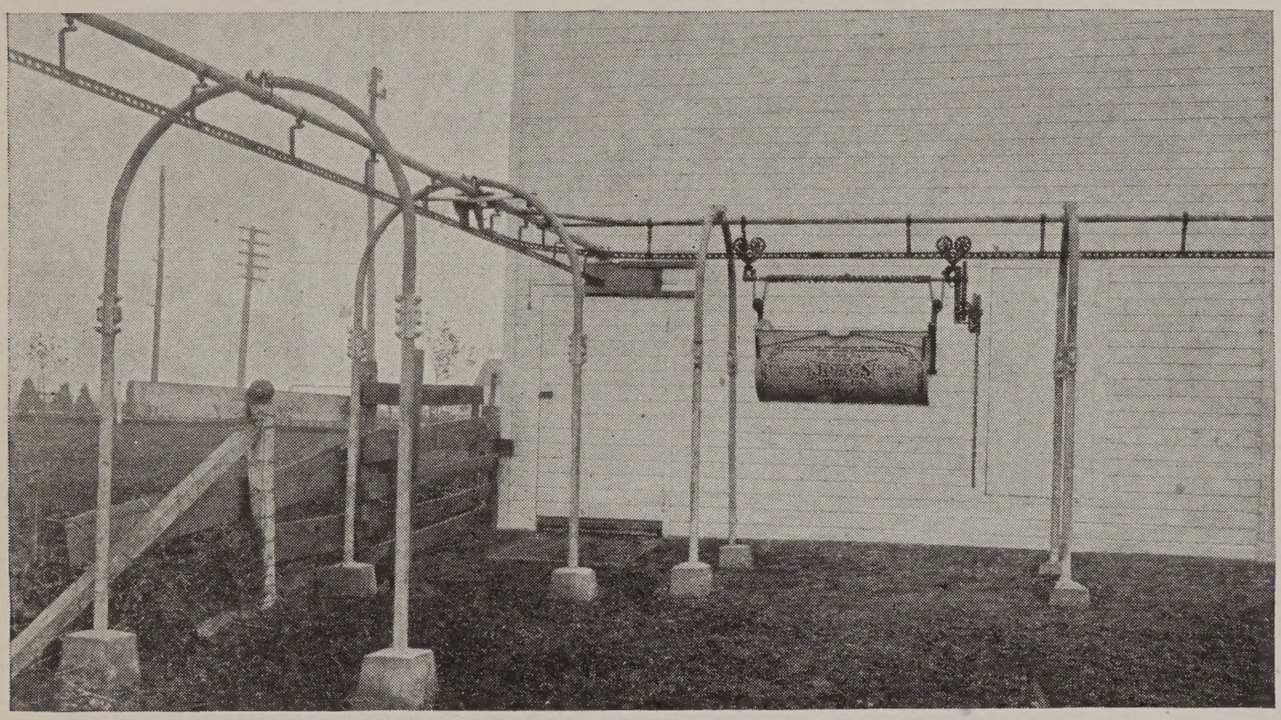
If you haven't James equipment, you pay out the money anyway, in unnecessary cost of caring for the cows in the barn, in wasted feed, in extra help, loss of time, ruined udders, milk that you don't get that you might just as well have had, in needless doctor bills for the cows, and by other losses and waste that would be prevented by James equipment.

So long as you are paying out this money anyhow, why not have James equipment to show for it?

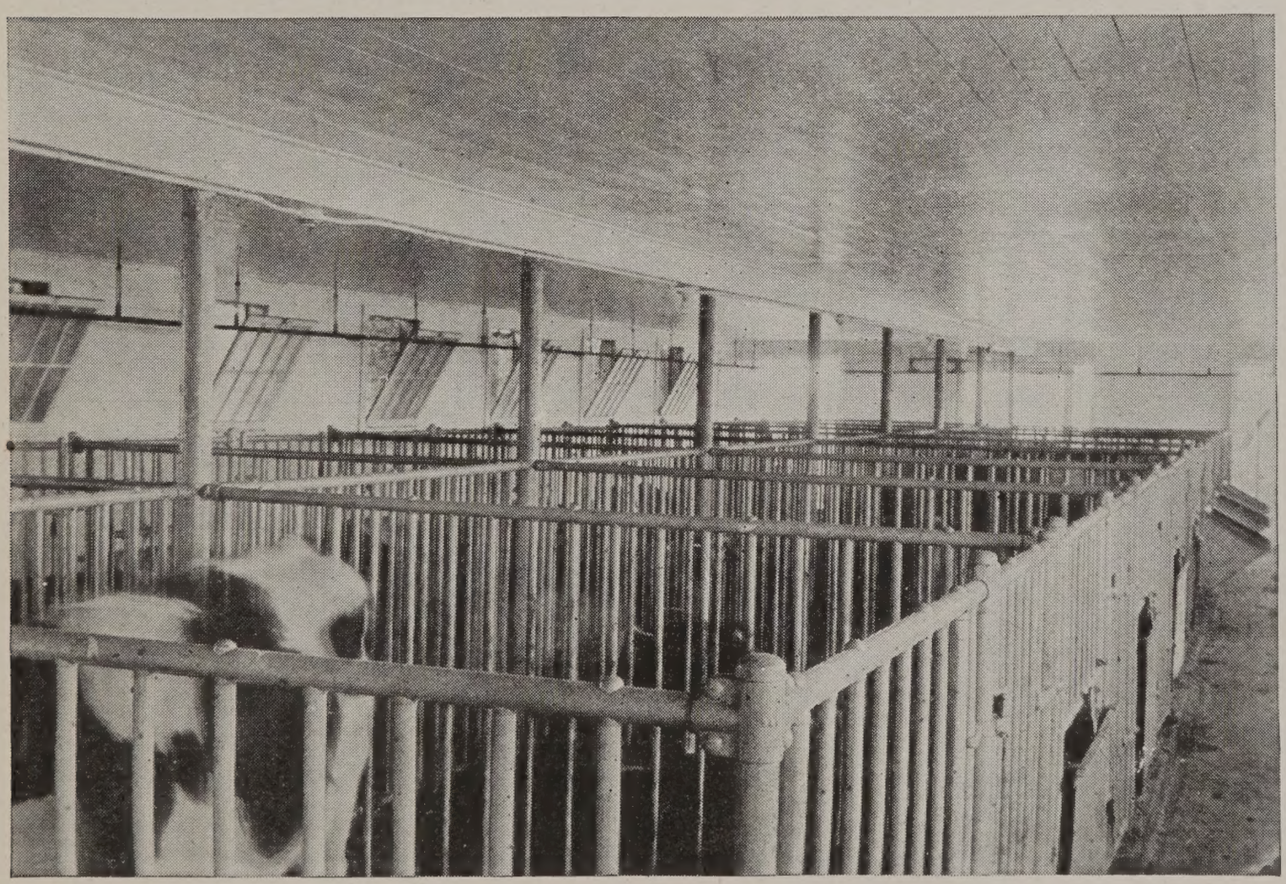
Why not take this money that is being expended each year without getting anything permanent in return for it, and change it into this Jamesway investment that will pay for itself the first year and thereafter give you a large increase in your income?

In sober truth, it is not a question as to whether you can afford to modernize your barn the Jamesway, but whether you can afford not to!

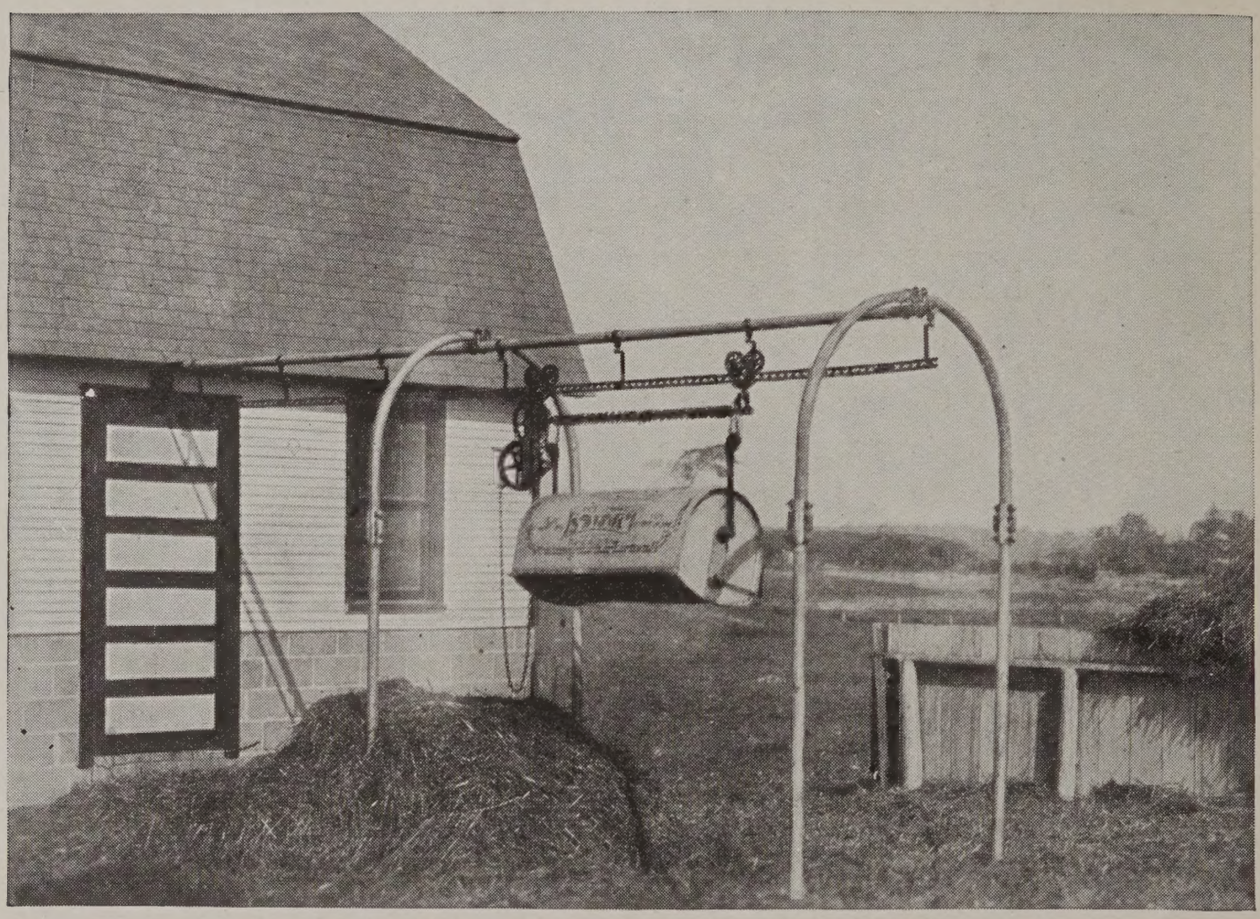




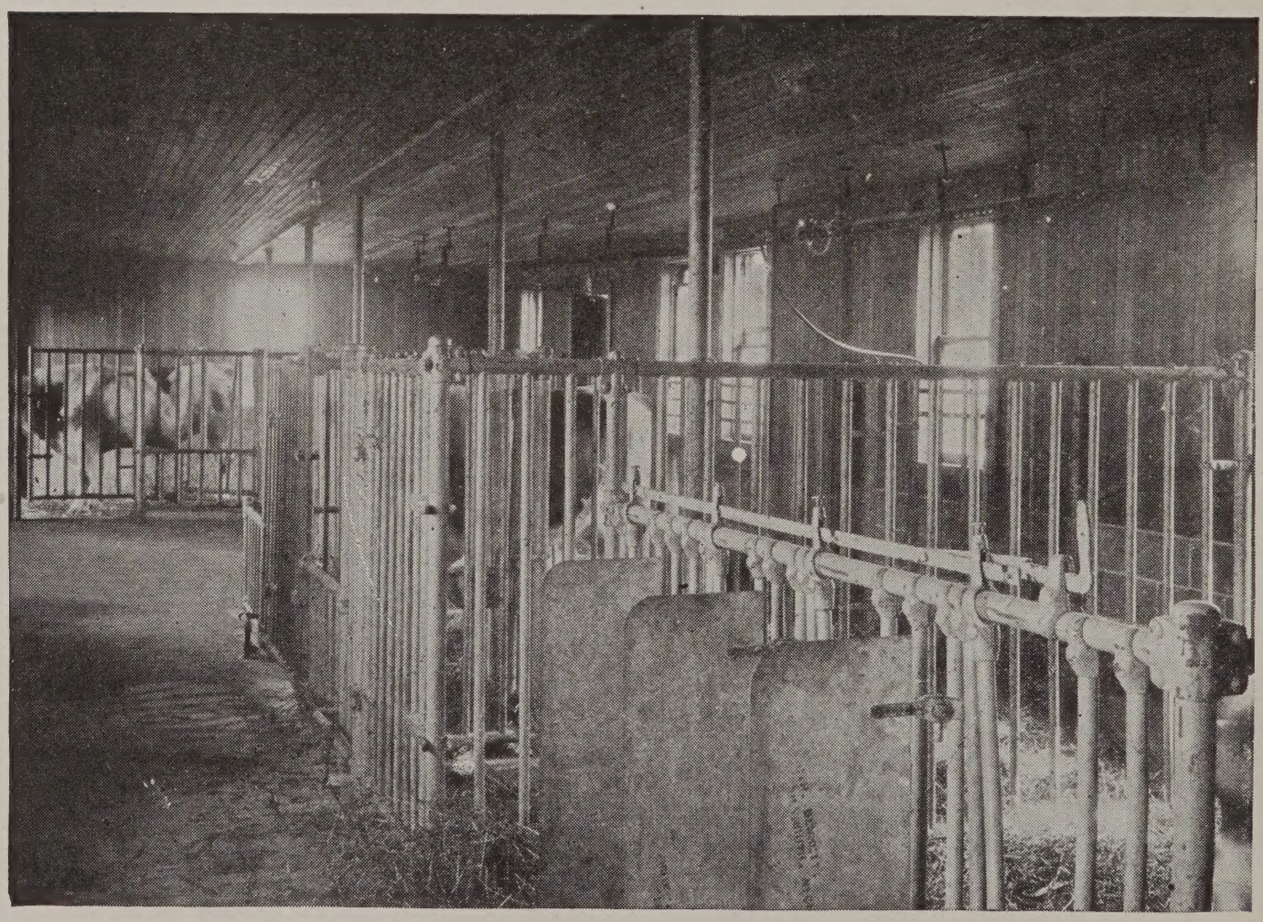
Jamesway Arch Support System and Carriers at Barn No. 4, Detroit Creamery Company, Detroit, Michigan.



The Jamesway Cow Pens in the Maternity Barn of the Detroit Creamery Company.



A Jamesway Big Boy on the Farm of Mr. C. H. Bennett, Plymouth, Michigan.



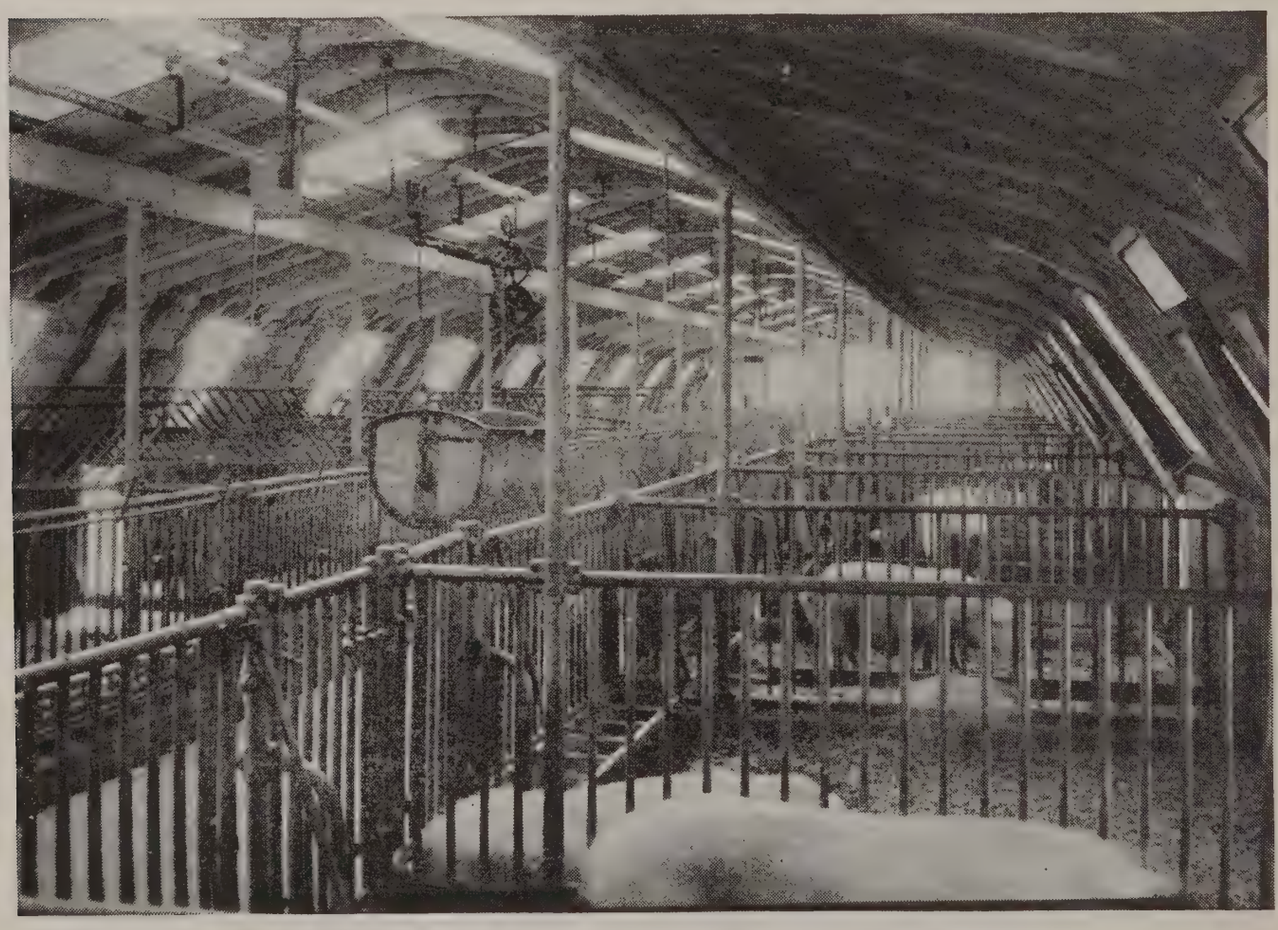
The Pen Department of the Bennett Barn.

Jamesway Equipped Buena Vista Farms, Mr. C. H. Bennett, Owner.

Jamesway Sunny Hog Barn on the Buena Vista Farms.

Interior, Showing Jamesway Labor-Saving Hog Pens.

Jamesway Planned and Equipped Sunny Hog Barn of Central Poor District, Luzerne County, Pa.



Sunlight and Sun Warmth, the Jamesway, Makes the Pigs Thrive.

Jamesway Pens Save Time and Labor in Caring for the Hogs. Pens are Easy to Clean and Easy to Keep Clean.

Jamesway Equipped Dairy Barns at Luzerne County Poor Farm.

Dairy Barn of Mr. O. Bache-Wiig, Mosinee, Wis.

Carrier and Arch Support System for the Removal of Manure.

Interior of this Fine Dairy Barn, Jamesway Equipment Throughout.

Herd of Imported Guernseys.

Interior View of Barn on Lila Drew Farm, Cape Girardeau, Mo.

You Pay for it Anyh

Jamesway Price Guarantee

WE GUARANTEE TO YOU the prices as given in our list dated December 10, 1920 against further decline until May 1, 1921.

WE AGREE, that should we between this date and May 1, 1921, make further decreases in the prices of James equipment, to rebate the net amount of any such decrease to purchasers who have paid the price now in force.

THE REBATE will be made by James Manufacturing Company check direct to purchaser.

This agreement does not guarantee in any way whatsoever against a price increase.

Signed: JAMES MANUFACTURING CO.
By W. D. JAMES
Sec'y and Gen'l Mgr.

FORT ATKINSON, WIS.

DISCOUNT FOR WINTER SHIPMENT
SEASON 1920-1921

It is the policy of the James Manufacturing Company to give the users of their goods the benefit of every possible saving in manufacturing and selling costs.

It is our belief, based on past experience, that very considerable reduction can be effected if factory production can be maintained at a certain level through the winter season.

To this end we are offering discounts as follows on all orders taken in:

JANUARY 7%—FEBRUARY 5%—MARCH 3%

If for shipment promptly at our convenience

ow. Why not have it?

Mr. J. R. Howard, President American Farm Bureau Federation, said in a recent speech:

"The farmer who does not have modern labor-saving machinery pays for it anyway in extra time, extra labor and lessened production."

If you have not Jamesway equipment in your barn, you are paying out little by little the money that would buy it in wasted feed, extra help, loss of time, under-production, costly accidents, milk that you don't get but might as well have.

If you need labor-saving, production-increasing Jamesway equipment at all, you need it now. It will not begin saving money, making money for YOU until it is in YOUR barn.

Putting off the buying of Jamesway equipment means the sacrificing of the savings and the extra profits that would come to you in that period.

Take drinking cups for example:

IF, FOUR MONTHS HENCE, YOU COULD GET YOUR DRINKING CUPS ABSOLUTELY FREE OF CHARGE, AND YOU WAITED UNTIL THAT TIME INSTEAD OF BUYING AND INSTALLING THEM NOW, YOU WOULD LOSE MONEY BY WAITING!

Figure it out for yourself. Drinking cups in your barn right now will save you the cost of tank heater fuel, will save you the cost of the labor in building and tending the fire, of untying the cows, herding them out to the tank, driving them into the barn and tying them into their stalls again, and, in addition to this, will increase the milk yield of your herd by at least two pounds per cow per day. In ninety days' time the increased milk yield alone will more than pay for the cost of the cups.

Read what Mr. Harry W. Gallup has to say on page eight of this issue.

Then obey that impulse and write our nearest office for our price on the equipment that you need.

EDITORIAL COMMENT

The question for each man to settle is not what he would do if things were different but what he will do with things as they are.

The man who is easily discouraged is always the loser, but the man who wastes no time in bewailing obstacles and setbacks but sets to work to remove them from his path invariably wins out.

There is something in gaining by losing. If the recent period of depression has brought home to dairymen the value and necessity of better breeding, better feeding, better methods in dairying they have gained one hundred times more than they lost.

Coca-Cola to Erect $1,000,000 Plant

"One of the largest soft drink plants in the world, to cost $1,000,000, is to be built in Chicago by the Coca-Cola Company as the result of its recent purchase of the block bounded by Crawford and Karlov avenues, Fillmore street and the B & O Chicago Terminal Railroad. Work will be started at once."

Beginning but a few years ago with a soft drink formula and the courage to invest liberally in magazine, newspaper, billboard, street car and show window advertising, the Coca-Cola Company is today selling its product wherever the nickel is in circulation.

The news item, quoted above, seems to indicate that the company is confronted not with the problem of disposing of a surplus due to decreasing demand, but with the problem of meeting a shortage due to increasing demand. And, of course, they are well satisfied to be confronted with the latter problem instead of the former.

A large part of this demand is due to Coca-Cola advertising—telling the people about it, reminding them of it, never letting them forget it.

I know a drink that for palatability, "refreshingness," relieving fatigue, building up mind and muscle and bone, warding off disease, aiding digestion and fifty-seven other purposes, has Coca-Cola, or any other fizz-drink or all of them combined, backed off the boards.

Backed by consistent advertising, the drink of which I am speaking would corral millions of the nickels that daily pass over the soft drink counters. Telling the people about it, reminding them of it, never letting them forget it, will create the problem of finding means to supply the demand and will do away once and for all time with the problem of finding means to dispose of a surplus.

As a manufacturer of this food drink you could invest some of your money to no better advantage than in a campaign of telling the people about it, reminding them of it, never letting them forget it.

Raisins and Milk

Seven years ago the raisin grower, out in California, was right up against it. Raisins were a drug on the market.

Almost one-fourth of the raisin crop remained unsold at the end of the year, and this same thing had been happening year after year. Vineyard property at that time sold for $150 to $300 per acre, and there were few buyers.

The raisin grower's land was heavily mortgaged, his women folks could not afford good clothes, his children could not attend high school and his doctor, meat and grocery bills were long overdue.

The raisin grower began to tear up his vineyards. He put in other crops that offered him a better chance of making a livelihood.

Then advertising came to the grower's aid.

Today the California raisin vineyards are selling at from $750 to $1250 an acre. The raisin grower owns an automobile and a truck or two. His women folks dress as expensively as they please. His children go to high school and to college.

And all because of the fact that the raisin industry was not afraid to invest some of the little money it had in co-operative advertising!

If co-operative advertising did these things for the raisin industry why cannot it do as much or more for the dairy industry?

What Advertising Can Do

Co-operative advertising can and will educate the people of this country up to a more liberal use of milk and milk products, by telling them of its health-promoting, disease-resisting, mind-, bone- and muscle-building qualities.

Co-operative advertising will build up the *esprit de corps* of dairymen, distributors and dealers by imbuing them with a consciousness of the importance of their industry, and by bestowing upon them a better prosperity.

Co-operative advertising will do away with the costly and disgraceful feuds between distributor and producer. It will clear away the groundless but none the less harmful misunderstanding of the industry by the public in general.

Co-operative advertising will encourage the maintenance of high standards for milk and milk products. It will protect the buyer and the honest seller.

Co-operative advertising will create new markets, will stabilize selling, will lower selling costs.

Co-operative advertising will elevate the dairy industry to the plane of importance in our economic structure that belongs to it by right of worth.

Better Business Methods

At a meeting of the Agate Club, Chicago, held November 1, the following resolutions were proposed and unanimously adopted:

"Whereas, in our opinion one of the most important duties confronting the next President of the United States is the institution of a correct system for conducting the ordinary business of the Government of the United States, under which, for the first time, a national budget may be made and carried into effect; and

"Whereas, for the heads of the administrative departments of the Government to accomplish this it is essential that they do team work, without which decentralization will continue, resulting in duplication of work, unnecessary employees and haphazard methods such as have been characteristic in the administration of Government business from its beginnings;

"Therefore, be it resolved, that the Agate Club, interested only in the accomplishment of this result and without any suggestion as to individuals, respectfully suggests to the next President of the United States, to be chosen to-morrow, November 2, 1920, that his Cabinet be selected with a view to their active co-operation in this great effort and their willingness to surrender to the central business control under him whatever part of their individual jurisdiction is necessary to its accomplishment.

"And further be it resolved, that the Agate Club is heartily in favor of the passage of a budget law which will supply the machinery necessary to enable the President of the United States to accomplish this business reform."

The Agate Club is an organization of advertising men, comprising the Western representatives of eighty-three national magazines.

"In a Class by Itself"

Because we make it and sell it, we quite naturally feel that Jamesway equipment is the very best equipment on the market, and, of course, when the question of comparison between the Jamesway and any other make comes up, we stoutly maintain that it is.

We know it is as good as we can possibly make it and we feel, after a comparison of our specifications and those of any other manufacturer, that it is better than any other.

Of course, every mother thinks that her child is the best in the neighborhood, or the world, for that matter, but her opinion does not carry much weight unless backed up by comparison or by the endorsement of others.

We seldom have anything—good, bad, or indifferent—to say about the other fellow principally because we have so much to say about ourselves and so little time in which to say it. When somebody has something—good, bad, or indifferent—to say about us, we give him a chance to say it.

Mr. Fred W. Floding, of Leetonia, Ohio, wrote to us in November:

"I have just returned from the National Dairy Show. While there I looked at all the leading makes of barn fixtures and am fully convinced that the James Company stands in a class by itself, so far as quality, appearance and price of equipment is concerned."

We thank you!

In the same mail came a letter from Mr. C. H. Bennett, of Plymouth, Michigan. Mr. Bennett is the manufacturer of the "Daisy" air rifle, the little arm that tickled you pink when you found it in your stocking Christmas morning. Mr. Bennett said:

"As to your equipment, I can only say that my farm manager, Mr. O. D. Peck, and myself made a thorough inspection of all the different equipment manufacturers at the Dairy Show at Chicago last month, and we concluded that in putting in Jamesway equipment we had made no mistake, but had secured the very best there was on the market.

"You may rest assured that nothing but Jamesway equipment will find its way into my buildings.

"Thanking you for the interest manifested and the first-class service you have always rendered, I remain,..."

"There's a Reason"

You can buy an all-wool suit for $35 and you can buy an "all-wool" suit for $32.98. The first will last you two years because the manufacturer has played square and has put value into his clothes. The second will last you three months because, for the sake of a few measly dollars extra profit, the manufacturer has filled the suit with shoddy.

If the Capper bill goes through you will be protected against such unfair selling practice, because then you'll buy according to specifications. You'll know what you are getting.

"You can't get more than ten cents out of a dime." You can't get more service out of an article than has been built into it, can you?

Jamesway equipment has had the utmost of service built into it ever since we began to manufacture barn equipment. That's the reason it has been and is giving such continuous, satisfactory service.

Almost every day we receive letters such as the following that strengthen our conviction that our policy of building

equipment "not as cheap but as good as we can make it" is the right policy.

Mr. Edgar B. Truscott, of Delhi, N. Y., writes:

"In reply to your recent letter I wish to say that the stanchions I bought of you nine years ago are still giving entire satisfaction. I have never seen any I like so well. They have so many good points. The adjustment feature, the non-rattling and the durability of your stanchions makes them excel any I have ever seen.

"If I can get around to it this fall I wish to put in water in the barn and should like your prices on water buckets."

Mr. F. C. Schumacher writes from Heisson, Washington:

"Would like to have you send me parcel post C. O. D. piece on your stanchion No. 76, as one of mine is broken. Expect I need rivets with it, as I doubt whether I will be able to use the old ones.

"Have had stanchions, (24), in for about nine years and this is the first breakage. Some springs are getting rather weak, but otherwise they are all in good condition."

Wm. S. Ormston & Son, St. Johns, Michigan, write:

"Our James equipment has been installed for eight years and has given very good satisfaction for us and we have recommended it at every opportunity."

Mr. M. Berry Doub, of Heartstone Farm, Hagerstown, Maryland, writes:

"After five years of continuous use, my Jamesway equipment shows practically no wear and you will receive my future orders for additional equipment from time to time as I am in a position to make improvements."

Put Yourself in His Place

When the following letter from a boy down in Delaware, New Jersey, reached us, we too "hardly knew how to answer" it.

We could not help but strongly sympathize with the boy, and yet we felt that if he followed out his intention and left the farm he would be making a mistake he would ever afterward regret.

So we wrote to the boy, (for obvious reasons his name can not be given), strongly urging him to remain on the farm and to "do the best he could with what he had."

When you read his letter try to put yourself in his place. Remember he's just a boy, one of the thousand and more just like him on the farms of this country, but remember that we shall have to depend upon many of these boys to do the farming ten or twenty years from now.

"How you gonna keep 'em down on the farm" if—

But here's the letter:

"Dear Sirs:—

I hardly know how to answer your letter.

When I sent to you asking for a copy of the James Way book, I did so with the intention of getting my father interested in your equipment for dairy barns, but I guess I have failed, for he has looked through the book and read in it and thinks the equipment good, but he thinks such things are too expensive.

I am working home with my father and am tired of caring for the cattle the old way, so I am now looking for a job in a factory.

Thanking you for all past favors, very truly yours,...."

Well, what would you do about it? Turn to page 8 and to page 17 in this issue. I know what I'd do if I were the father of that boy. I know what lots of fathers have done and are doing to keep the "best crop the farm produces" down on the farm.

Take it from Mr. H. J. Clapper, of Heller, Wisconsin, who wrote recently: "We placed an order for a litter carrier, switch, and 110 feet of I-beam track. Kindly advise if this is enroute, as our boy and wheelbarrow don't agree any more!"

Guessing and Knowing

You Can't Get More than Ten Cents Out of a Dime

"Bill," said my friend Appelwaite to me, "speaking of cows and other things, would you buy a pig in a poke?"

"I don't know what you're talking about," I answered. "Nobody would know when addressed in mixed metaphor. But, since I have nothing to do for the next half hour, you might as well get it off your chest. Go ahead, I'm listening."

Appelwaite fished into his pocket and brought forth a picture.

"Consider the cow, Bill," he said. "We'll call her Exhibit A."

"Now, just by looking at her you can tell that she doesn't stack very high as a cow. She's a scrub, of course. Her dad was a scrub and her mother was a scrub, and she's got most of the earmarks of her scrubby mother and her scrubby dad.

"Would you consider her a good investment? Just supposing you were in need of a cow, would you buy her?

"Not by a darn sight!" I answered. "No matter how little I'd pay for her, I'd feel I was paying too much."

"Well, you needn't get all het up about it," retorted Appelwaite, grinning. "We're just supposing. Let's suppose that I hired me an artist to doctor up this photograph, to smooth down the old girl's hair, drop her belly, fill out her udder, lengthen her face, put in a few good Holstein markings —fix her up a bit with retouching, you know, so that she'd look like a fair grade, how much would you give for her?"

"You mean to say you want to sell me this cow? All you've got to show is her photograph —retouched, of course, but I'm supposed not to know how much. You represent her as a good cow and you want me to buy her. That's the situation, eh?" I asked.

"Yep," answered Appelwaite. "She's an awfully good cow. Just take a look at her—fine eyes, nice face, deep chest, wedge belly, prominent udder and milk veins—she's a crackerjack, I tell you. Bud Smith, Tim Jones, Harry Lee and Hoke Johnson have ordered some just like her from me.

"And the price—Bill, the price is a mere nothing! Bill seeing it's you, I tell you what I'm going to do. I'm going to make you a special price on her. Yes sir. And if that ain't enough I'll pay the freight. My price to you, Bill, is $75. But keep it under your hat. That's just between me and you. Yes, sir, Bill, sign here."

"But hold on, Appelwaite," I remonstrated, "I don't know a darn thing about her, except what I've heard you say and what I can see in that retouched photograph. I don't know who her dad is, who her mother is, how much she weighs, and —most important of all—how good or how bad she herself is. I don't know how much milk she gives, nor how much fat. Until I know her record, I don't know a thing about her. You've given me

no specifications. You've talked nothing but generalities. You talk low price, but I don't know whether your price is low or not, until I find out what I'll get for that price."

"Good eye, Bill. You got me there.

You got me backed into a corner, all right. Well, here's the old girl's record:

"Last year she gave 3,074.6 pounds of milk and 132.69 pounds of fat. That's her record, Bill. That's her specifications. That's what she is. Now you can tell whether you're getting a bargain by paying $75 for her or whether you're getting stung.

"So far, so good," continued Appelwaite. "Now we'll go on with the demonstration."

He thrust his hand into the inside pocket of his coat and drew forth two other photographs. He laid them on the box before me.

"Now, here we are. Here are two good Holsteins, as you can see for yourself. Both have the marks of high producers. We'll call the one Exhibit 'B' and the other Exhibit 'C.' Exhibit 'B' was raised and developed on the Bluegrass Farm; Exhibit 'C' on the Meadowlake. You've heard and read of both of these farms.

"I'm offering you either one of these cows for the same money. Put down your money and take your choice."

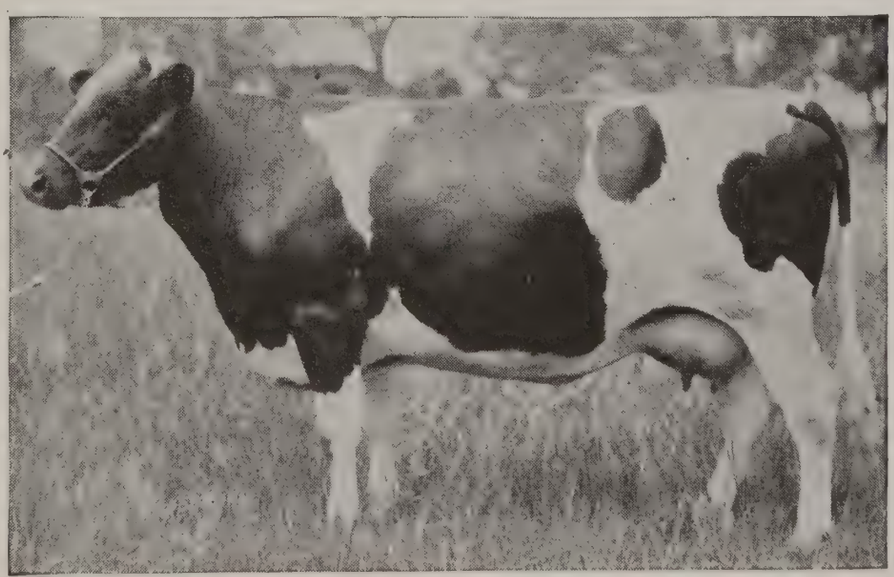
I studied the pictures, and for the life of me I couldn't tell which was the better cow, and which would be the better buy. I couldn't tell in which purchase I would be getting the most for my money.

Pictures are deceptive, you know. "Every picture tells a story" may be true, but sometimes every picture does not tell the whole story. I was reminded of the little verse:

"Little strokes of brushes,
Little daubs of paint
Make the little imperfections
Look as if they ain't!"

And so I turned to Appelwaite and said:

"Both of these girls look all right. Both are dressed up as nice as you please. They look to be equally good buys, judging from the pictures. I'm satisfied that the one is as good as the other so far as general appearance and surface indications are concerned. One looks as good as the other, but is she as good? Does she have



the stuff in her? Does she have the performance back of her; does she have as good a record? What are her specifications?"

"Well," said Appelwaite, "those are exactly the questions that I expected you, as a business farmer, to ask me. No business farmer today spends his money merely for looks, important though that side of the proposition may be. A general description won't sell a cow to him; he wants a specific record. He buys a cow according to specifications, as it were. Doesn't he?

"That's good business sense, isn't it?"

"Well, now, if it is, I've often wondered why that same farmer, who will demand specifications when buying a cow, so often fails to demand specifications when it comes to buying other things. Can you tell me why?"

No sir, I couldn't tell him why.

Many a time I've puzzled over the same question.

I sell barn equipment, you know, the Jamesway line. And in my travels I run across a lot of different people.

For instance, once in a while I run across the man who would not dream of buying a scrub cow because he knows that the scrub, no matter how little is asked for her, is an expensive, money-wasting proposition. But this same man is sometimes inclined to buy scrub equipment because of the low price at which it is offered.

He does not realize until the stuff has been in his barn a few weeks that the so-called "cheap" equipment is not cheap but dear.

He forgets that the scrub equipment, like the scrub cow, costs less because it is worth less, that the scrub equipment, like the the scrub cow, can yield no more in performance than resides in it.

And the man who sells him the scrub equipment is, alas, not as open about the reason for the low price as the dirty, greasy, mangy-looking Indian, Chief Spotted Tail, whom I have mentioned before. You remember the story—of how a curious tourist approached Chief Spotted Tail, who was basking in the sun before the Reservation church, and asked:

"What do you do for a living?"

"Ugh!" grunted Spotted Tail proudly, "me preachum."

"Is that so? What do you get for preaching?"

"Ugh! me gettum ten dollars a year."

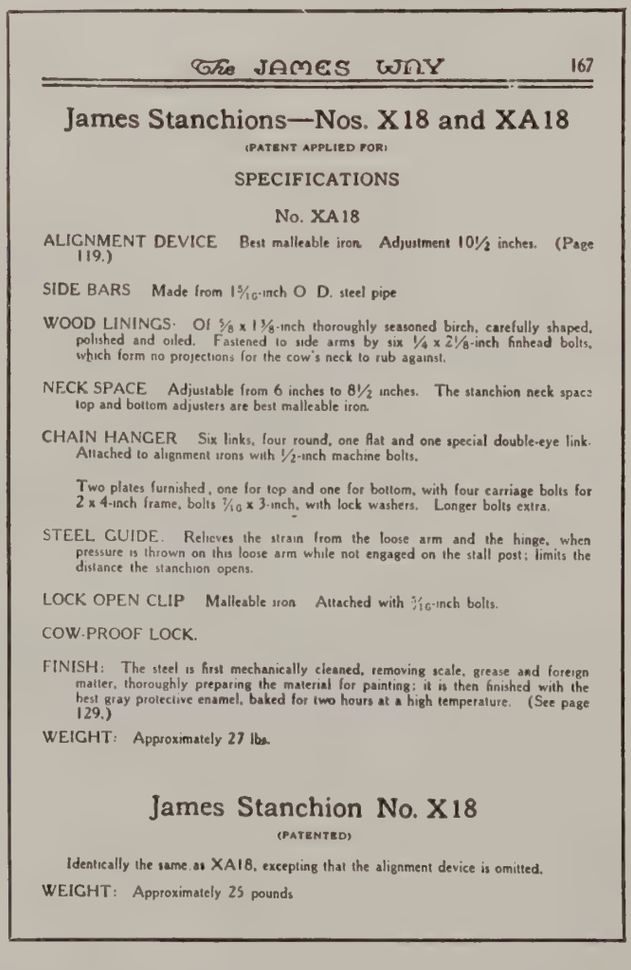
"Well, I swear. Take it from me, my good fellow, that's d--n poor pay!"

"Uh!" grunted Spotted Tail, "me d--n poor preachum!"

Whereas, in most cases the buyer of scrub equipment goes into the purchase of such equipment with his eyes open and gets what the price buyer invariably gets. There is another class of buyers whom I sometimes come upon who are the innocent victims of buying by guess instead of by standard.

They are those who would not think of buying a cow simply upon the representation of glittering generalities by a smooth-tongued salesman, but who think it perfectly all right to buy barn equipment on such a basis.

If a man insists on knowing the pedigree and production record of a cow before buying her, why, in the name of common sense, should he not also insist upon knowing the speci-



The JAMES WAY 167

James Stanchions—Nos. X18 and XA18

(PATENT APPLIED FOR)

SPECIFICATIONS

No. XA18

ALIGNMENT DEVICE Best malleable iron. Adjustment 10½ inches. (Page 119.)

SIDE BARS Made from 1 5/16-inch O. D. steel pipe

WOOD LININGS Of ⅝ x 1⅛-inch thoroughly seasoned birch, carefully shaped, polished and oiled. Fastened to side arms by six ¼ x 2⅛-inch finhead bolts, which form no projections for the cow's neck to rub against.

NECK SPACE Adjustable from 6 inches to 8½ inches. The stanchion neck space top and bottom adjusters are best malleable iron.

CHAIN HANGER Six links, four round, one flat and one special double-eye link. Attached to alignment irons with ½-inch machine bolts.

Two plates furnished, one for top and one for bottom, with four carriage bolts for 2 x 4-inch frame, bolts 7/16 x 3-inch, with lock washers. Longer bolts extra.

STEEL GUIDE. Relieves the strain from the loose arm and the hinge, when pressure is thrown on this loose arm while not engaged on the stall post; limits the distance the stanchion opens.

LOCK OPEN CLIP Malleable iron. Attached with 3/16-inch bolts.

COW-PROOF LOCK.

FINISH: The steel is first mechanically cleaned, removing scale, grease and foreign matter, thoroughly preparing the material for painting; it is then finished with the best gray protective enamel, baked for two hours at a high temperature. (See page 129.)

WEIGHT: Approximately 27 lbs.

James Stanchion No. X18

(PATENTED)

Identically the same as XA18, excepting that the alignment device is omitted.

WEIGHT: Approximately 25 pounds

fications of barn equipment before buying it?

Why should he be content with generalities?

Why not insist upon knowing specific qualities?

The manufacturer whose equipment is right has no hesitancy in giving detailed information concerning the quality of the materials entering into it—the weight, the size, length, breadth, height and thickness —workmanship and operation.

He tells the whole story. He does not take refuge behind meaningless generalities. He is open and above-board with detailed specifications.

He specifies every detail of materials and construction, and enables the buyer to judge for himself the quality of the equipment he is buying.

That's the only fair and square way to do. Then there is no chance for misapprehension on the part of buyer. And on the part of the seller there is the consciousness of having the goods he sells stand or fall on their own merits.

Buying according to specifications is the only safe way to buy.

It is the only fair way to buy—fair to buyer and seller.

Of course, Jamesway equipment is built to sell—but it is built first of all to give service!

If it were built simply to sell, the price would be fixed in the office *before* the equipment was built, necessitating in the manufacture of it the use of only that quality of material that would enable the price to stand.

But the price on Jamesway equipment is fixed only *after* the equipment is manufactured. The specifications covering the quality, dimensions and weight of the equipment is fixed not by the purchasing department but by the experimental department.

This insures the employment of the right quality, weight and dimensions of materials, and this in turn insures the purchaser of getting the utmost of value out of every dollar he invests.

Value is not price. Value is the service an article can render.

A carrier selling at $30 that will not stand up for two years without breaking down is not by any means as good a value as a carrier that will last for ten years and will give continuous, efficient service every day of the ten years.

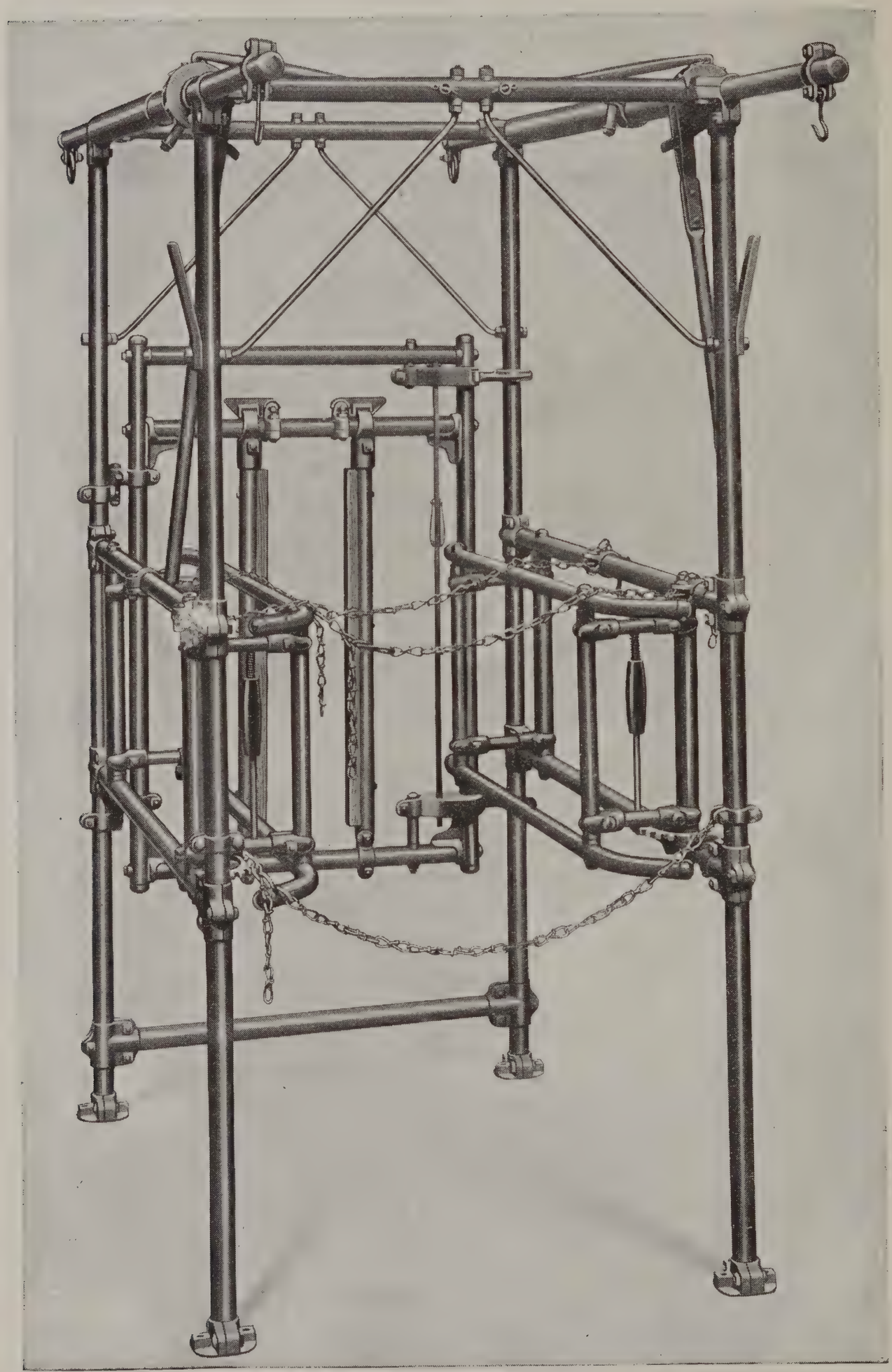
Jamesway carriers are built to sell, of course, but first of all they are built to give service.

The shaft is of cold-rolled, solid steel —not of iron pipe. The tub is of 18-gauge, selected galvanized sheet steel— not of 20-gauge, commercial sheets. The bearings are machined—not merely cored. The ends of tub are rounded—not built flat. Sheets are riveted to a sturdy steel framework—not merely bent to an angle and spot welded.

And yet the Jamesway carrier, though it costs more to build, costs you no more to buy.

We buy raw materials by the carload and we have the biggest and most efficient plant in the world for the economical manufacture of barn equipment. Quantity production counts.

Don't try to buy a thing too cheap
From those with things to sell—
Because the goods you have to keep,
And time will have to tell.
The price you paid you'll soon forget,
The goods you get will stay;
The price you will not long regret—
The quality you may.
Don't see how cheaply you may buy
But try to see how wise;
You'll likely get just what you try,
For cheapness cheapness buys.
If anything that's cheap will do,
It's there upon the shelf;
Men won't force quality on you
You do not want yourself.
They ought to cut this "price" word out
Of dictionaries red,
Make Value what men talk about,
Not just the price instead.
In food or metal, cloth or woods,
Remember this advice:
Don't let the price control the goods,
But goods control the price.



The Jamesway-Dr. Stader Bovine Operating Stall

Abortion has become the most prevalent disease among cattle.

A leading veterinarian declares that more than one-fourth of the dairy cows in this country carry at some time or other the abortus bacillus—abortion germs—and that the losses to dairymen due to this disease are second only to those of tuberculosis.

The contagious abortion disease produces conditions affecting not only mature or breeding cattle but also their offspring.

Abortion, blood poisoning, retained after-birth, failure to come in heat, pronounced irregularities of periods between heat or constant heat, sterility and mammitis are the most common conditions of this disease among mature animals.

Calf scour and calf pneumonia are frequently associated with abortion disease because the disease in the mother has so weakened the calf that it is more susceptible to infection.

The tremendous losses occasioned annually in the dairy world by the ravages of this dread disease have resulted in the launching of a determined crusade of prevention and cure.

Veterinarians, specializing along these lines, have achieved remarkable results in the treatment of sterility and abortion and kindred conditions.

One of the best known of these successful veterinarians is Doctor Otto Stader of Oconomowoc, Wisconsin, where his investigations in connection with mammitis and sterility have attracted much attention.

Dr. Stader is retained by the Carnation Stock Farm and his work in treating sterility takes him to Washington, California and other parts of the country.

One of the greatest obstacles Dr. Stader encountered in his treatment of sterile cows was the lack of proper facilities and equipment for restraining the cow during the operations necessary for a careful examination and subsequent treatment.

Giving a cow treatments in a stall, where she could not be properly restrained, when a sudden movement up or down or to either side might result fatally to her, was an exceedingly hazardous undertaking. A cow worth $1,000 or more was too valuable an animal to risk the chances of accidents that might easily happen.

Dr. Stader came to the James Manufacturing Company. He outlined his ideas regarding the proper equipment for dairy cow treatment to Mr. James and to the men of our Experimental Department—and the Jamesway-Dr. Stader Bovine Operating Stall resulted.

A Jamesway-Dr. Stader Bovine Operating Stall should be part of the equipment of every dairy establishment where any number of cows are ever subject to treatment, not only for abortion, sterility and mammitis, but also for any of the many diseases that afflict dairy cows, the seat of whose troubles is in most cases located about the hindquarters.

The operating stall is the best preventive against fatal accidents during treatments. It is designed to protect the cow, to restrain her during what may be painful treatments but at the same time to keep her as comfortable as possible.

The cow is led into the stall from the rear. Her head is fastened in the stanchion. The twin horizontal bars with the curved ends are shoved in against the sides of the cow—not too tightly but just tightly enough to hold her and to prevent her from getting the start necessary before she can lunge. A chain is fastened at the rear across her flanks. Two others across her back hold her firmly and serve to prevent inner abdominal straining. A special clip on the right and left stall posts holds the tail to one side.

With the cow in the stall firmly held and restrained from wrenching forward, backward or to the sides, resting at the same time in a comfortable, easy position,

conditions are ideal for a thorough treatment.

With the cow firmly held, the operator can concentrate his entire attention and effort on the operation in hand, without being distracted by the constant fear of some mishap due to conditions beyond his control.

At the Carnation Stock Farm a special operating room is fitted up for the treatment of the cows. The operating room is twenty feet long by twenty wide. The walls are plastered and painted and are pierced by sufficient windows to permit adequate lighting.

Along one wall are located tables and medicine and instrument cabinets.

Occupying the center of the remaining space is the operating stall. Directly behind it is the door leading from the stable.

The cow to be treated is led directly from the stable into the stall and secured in the stanchion.

The operator, standing directly behind her, has everything in readiness. The sterilized instruments lie ready to his right hand on a swinging tray fastened to the stall post. The water bag for flushing purposes is suspended from a hook attached to the stall post. Upon the completion of the treatment, the side bars are released, the tie chains unfastened, the stanchion opened, the gate at the front of the stall unlocked, and the cow is led out and back to her quarters. The gate at the front of the stall does away with the necessity of backing the cow out and does away with the risk of her slipping and falling.

Although the operating stall may be used in the alley of the barn or in one of the cow pens, the advantages that may be gained through the use of a special operating room are so many that such a room is strongly recommended.

In an operating room there is the special advantage of having a constant supply of warm water or of sterilized water right at hand. Where several animals are to be treated, everything used in the work must be perfectly sterilized before treating each animal, otherwise infection will be carried from cow to cow and the resultant condition in the herd will be worse than that which existed before.

In an operating room, devoted solely to hospital cases, there is a place for everything and everything is in its place. It is so designed that the lighting is exactly as needed by the operator. It is clean, and it is easy to keep clean. There are no posts to interfere with the operator, no noises and no cattle to distract either the cow or the man operating on her.

A special hospital room is a paying investment.

Besides being used for sterility work, the Jamesway-Dr. Stader Bovine Operating Stall may be used in numerous other treatments.

A canvas sling is provided for raising the cow from the floor in cases where that should be necessary.

For dehorning, a nose leader attached to a rope passing through a ring in the floor in front of the stanchioned cow holds her head steady and permits this operation to be quickly and easily performed.

For clipping the flanks and udders of cows the operating stall will be found a great aid.

For the treatment of affections of the feet, the Jamesway-Dr. Stader Operating Stall is unexcelled. It is no uncommon thing in dairy districts to hear of some valuable animal that either dies as the result of foot affection or is sent to the butchers with the hope of getting some salvage from her carcass. Most of these animals could be saved by proper treatment.

However, few men have given foot affections the attention they deserve because of the difficulty in making thorough examinations. A horse has been trained from colthood to raise his feet and allow it to be held for a long time while he balances on three. The horseshoer has taught him that. But with a dairy cow it is a different matter.

Very few will allow their feet to be examined and treated unless held in some

restraint. It is absolutely necessary to have this perfect restraint because the cow not being as sensitive to pain as the horse often requires a lengthy examination before her trouble can be located and treated.

The Jamesway-Dr. Stader Operating Stall permits the operator to hold the cow in perfect restraint and at the same time affords her as little discomfort as possible.

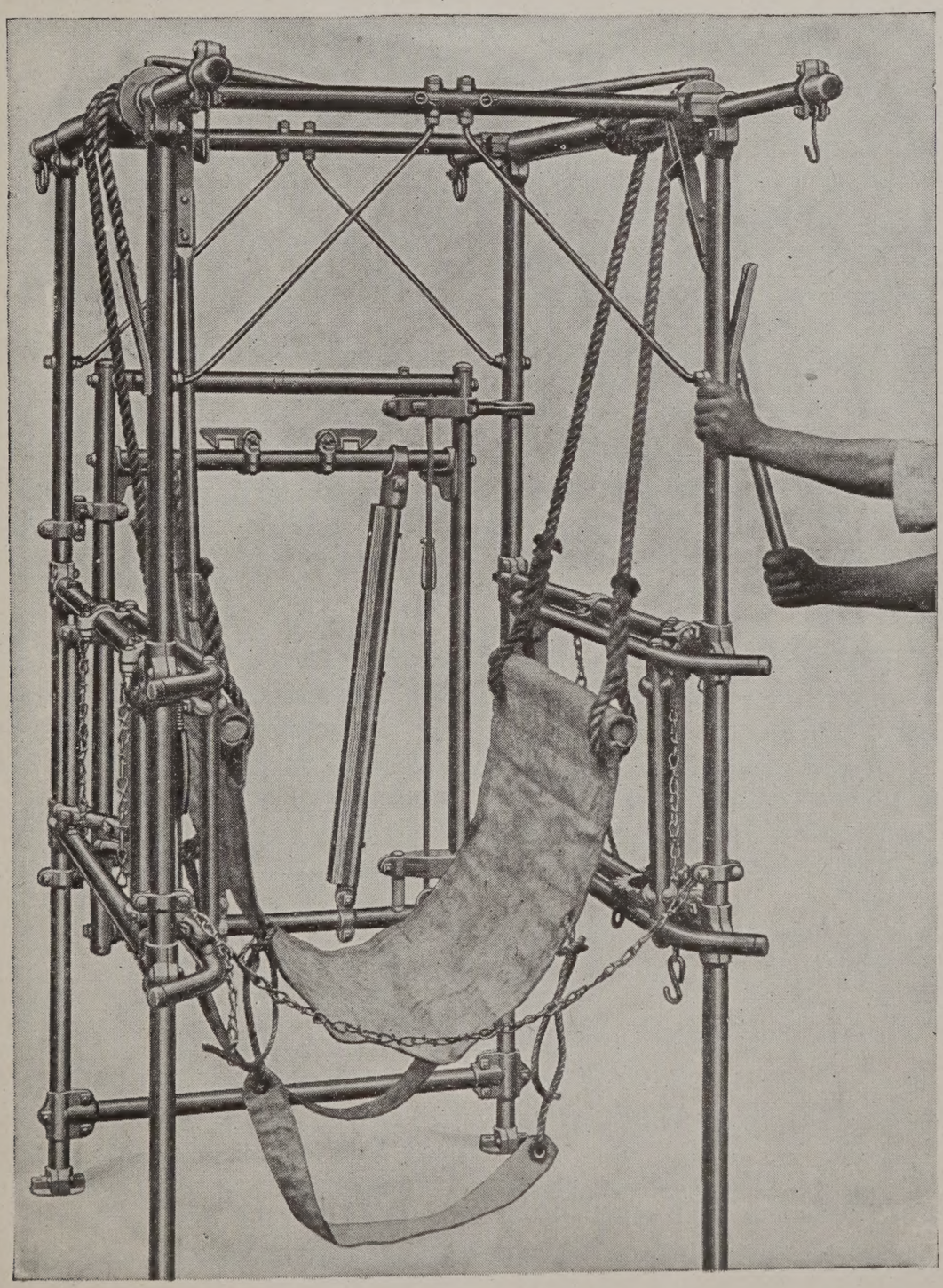
A special fixture attached to the rear stall posts and equipped to hold the foot during the operation, makes the location and treatment of foot affections, the trimming of hoofs, and so on, a quick, simple, unwearing operation.

The Jamesway-Dr. Stader Operating Stall is constructed of the best quality steel pipe throughout. Fittings are of best malleable, Jamesway dust-proof type.

All material is thoroughly cleaned of scale, grease and foreign matter, finished with best protective enamel and baked at a high temperature for several hours.

Finished in battleship gray enamel.

Write to our nearest office for descriptive booklet and prices.



Sorghum Smith sez as how the dairymen round Milk Corners is settin' a good example to the rest o' the country by drinkin' milk and eatin' butter and refusin' to buy oleomargarine. Thet's the stuff, boys!

Eph Willets of Holstein Acres sed he didn't need a bull staff to handle his bull. Eph didn't till Thursday last. Odd Fellers is requested to meet at Harmonica Hall an' march to the church in a body fer the services.

Luke Hograssle's boy, Tim, ain't goin' to the city after all. Rumors is afloat thet his dad is puttin' in this here labor-savin' equipment. Good work, Luke! Thet's the way to keep 'em down on the farm.

"Paw," asked Henpeck Clabber's little boy, "what does this here word 'inertia' mean?"

"Well, Eddie," answered Henpeck confidentially, "if I have it, your ma sez it's cussed laziness. If she has it, she calls it nervous prostration."

They say that Henpeck and his family went to see the circus last summer. As they were standing in the menagerie tent with the children all around them gazing at the fierce lions and tigers, Henpeck's wife asked:

"Hennery, if those animals should break out which would you save first, me or the children?"

"Me," responded Henpeck promptly.

Sorghum Smith's wife stepped over to the till.

"Let me have a little shopping money this morning, Sorghum," she said.

"Sure," answered Sorghum. "Would you rather have an old five or a new one?"

"A new one, of course."

"Here's the one—that makes me four to the good."

Bud Peaglar, who had moved to the city, took his grandmother out to lunch with him one day. When they got out of the dining room the old lady extended her hand and said:

"Here, Buddy, you left this quarter on the table by mistake. Lucky I saw it, 'cause the waiter had his eye on it."

"Isidor," asked the teacher at the Milk Corners School, "what are the five senses?"

"Vell," said Isidor, "fife senses is a nickel."

Corkscrew Skinner, the lawyer who was running for Senator from the Milky Way district, tried to make himself solid with the farmers. In a speech at the town hall the day before election, he said:

"I protest against the fleecing of the farmer. I say to Wall Street, 'If you don't stop shearing the wool off the sheep that lays the golden egg, you'll pump it dry.' "

Corkscrew Skinner was overwhelmingly turned down next day.

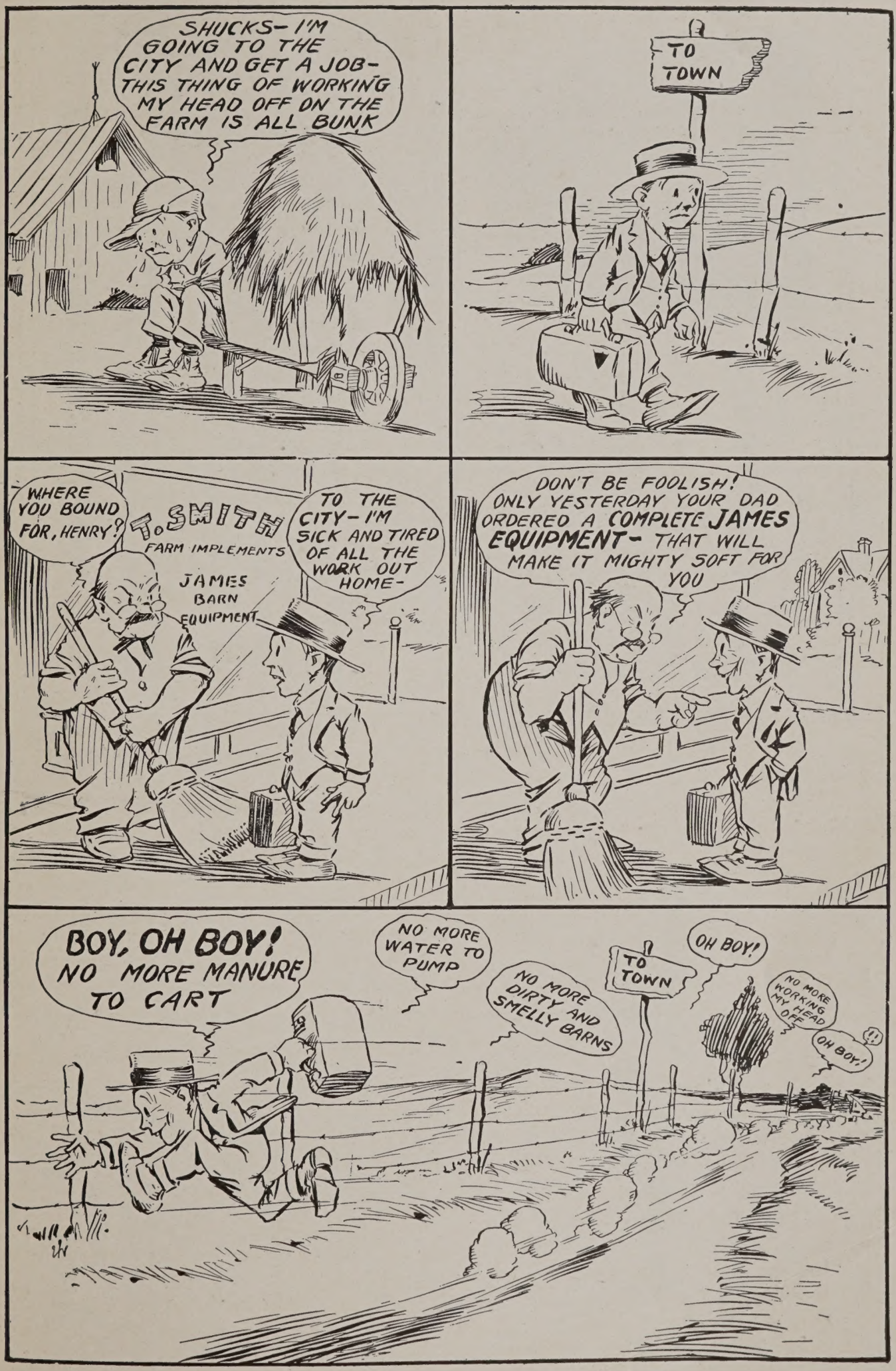
"Wot wuz th' last card Oi dealt ye, Moike?"

"A spade."

"Oi knew it! Oi saw ye spit on yer hands before ye picked it up."

"Have you ever done any public speaking?" the campaign manager asked John Helferwork.

"Yeah," said John. "I proposed to a girl in Milk Corners once over the telephone."


SHUCKS- I'M GOING TO THE CITY AND GET A JOB- THIS THING OF WORKING MY HEAD OFF ON THE FARM IS ALL BUNK
TO TOWN
WHERE YOU BOUND FOR, HENRY?
T. SMITH
FARM IMPLEMENTS
JAMES BARN EQUIPMENT
TO THE CITY- I'M SICK AND TIRED OF ALL THE WORK OUT HOME-
DON'T BE FOOLISH! ONLY YESTERDAY YOUR DAD ORDERED A COMPLETE JAMES EQUIPMENT- THAT WILL MAKE IT MIGHTY SOFT FOR YOU
BOY, OH BOY! NO MORE MANURE TO CART
NO MORE WATER TO PUMP
NO MORE DIRTY AND SMELLY BARNS
TO TOWN
OH BOY!
NO MORE WORKING MY HEAD OFF
OH BOY!!

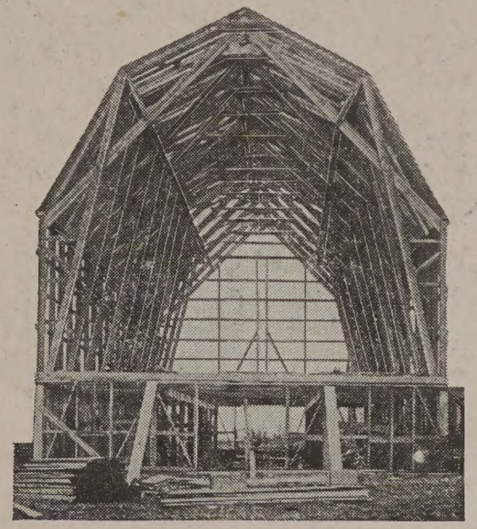
Plan Your Barn Now!

BEFORE you build that new barn, before you begin remodeling the old, see the James Way man. Let him help you with your job.

Back of the James Way man in your territory is a mighty capable organization of barn planning experts, headed by Mr. W. D. James, who is recognized as being the foremost authority on dairy barn arrangement and construction in the country. This organization is ready to give you the benefit of its many years of experience in designing new and remodeled structures for practical dairymen in all parts of the country.

Preliminary Floor Plans

will be furnished without charge. Write to nearest office, giving number of cows, horses, etc. Reasonable charge for complete plans and specifications.



Real Plan Service

"Enclosed find check for amount due you for barn plan and material bill, which reached me O. K. The service you render in that line is hard to beat. The barn that is erected under your plans is really a place for cows to live in, not merely to exist in. When I build it is needless to say that I shall put in James equipment throughout, as I consider it the best that money can buy. Thanking you for the interest you have shown in helping me with my building plans, I am, William J. Hahn, Reedsburg, Wisconsin."

James Mfg. Co.

Fort Atkinson, Wis. Minneapolis, Minn.
Elmira, N. Y.

1c Paid
Ft. Atkinson, Wis.
Permit No. 1

Jesse H. Starks,
Newfield, N.Y. RFD# 30